

Circulation: 4,250,000 | Audience: 12,325,000

Audience Profile

Westways readers spend more, travel more often and live more active lifestyles than the average Southern California adult.

Readers are engaged with *Westways*



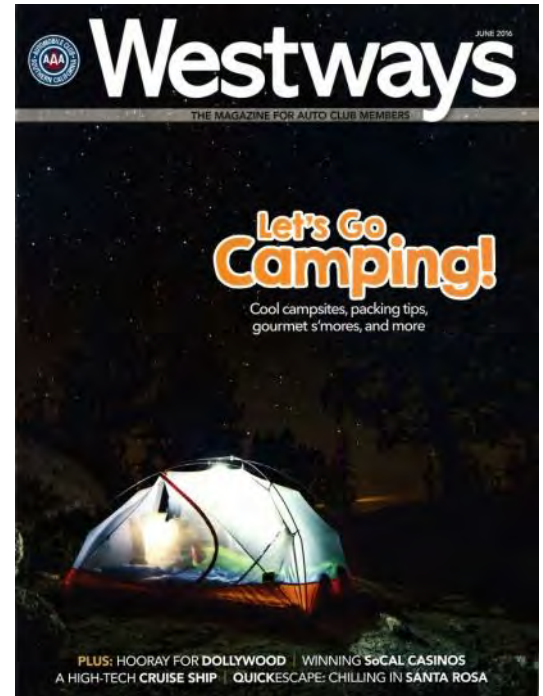
75.7% read 3 or 4 out of 4 issues received



83.4% spend at least 15 minutes reading an average issue of *Westways*



78.1% took action as a result of reading *Westways*



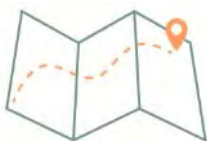
Readers trust and are inspired by *Westways*



87.1% are inspired to travel to destinations featured in *Westways*



80.6% feel encouraged to visit businesses advertised in *Westways*



71.6% took actions related to travel planning as a result of reading *Westways*

Demographics

Men	43.5%
Women	56.5%
Married/Couples	58.2%
Children at home	21.7%
Median Age	55.3
Age <55	52.0%
Median HHI	\$79,711
HHI \$100,000+	33.6%
Own home	61.0%
Median value of owned home	\$483,161
Attended/graduated college	91.2%
Bachelor's Degree+	49.1%